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**LA AUTO SHOW'S CONNECTED CAR EXPO SELECTS
TOP TEN AUTOMOTIVE STARTUPS™ FOR 2015**

Fortune partners with CCE to help recognize
new auto industry disruptors

LOS ANGELES, CA (July 16, 2015) - The Los Angeles Auto Show's Connected Car Expo (CCE) announced its plans to establish the premier top ten list of the hottest and most influential startups to hit the automotive scene. Slated for reveal in September by *Fortune*, the inaugural shortlist will recognize startups with the potential to shape the future of the new automotive industry.

LA Auto Show's Top Ten Automotive Startups (Top 10) will be selected by the CCE Advisory Board, comprised of senior executives from companies including Aeris Communications, AT&T, City of Los Angeles, Elektrobit, Ellis & Associates, Google, Microsoft, Mobile Electronics Group, NVIDIA, Pandora and Strategy Analytics. Following the Board's consideration and extensive analysis of qualified newcomers, ten startups will be chosen based on the following criteria: vision, innovation, unique perspective and the likelihood of technology adoption and success.

"Today's automakers are looking at California's technological hotbeds to spark their innovation, but there are thousands of companies competing to bring their technologies to market," said Andy Gryc, CCE Conference Director. "We feel that the startups identified by our Advisory Board will be the true standouts among a crowded field, companies that will push the envelope of the automotive world in ways that will change the way cars are built, bought and driven."

Part of LA Auto Show's broader Press & Trade Days, CCE is the award-winning conference and trade show that unites innovators, manufacturers, futurists and influencers to further the convergence of technology and the automobile. This year's CCE will be held at the JW Marriott at L.A. Live on Nov. 17, followed by LA Auto Show's press and trade events at the Los Angeles Convention Center on Nov. 18-19. CCE exhibitors and attendees with a premium pass can witness this year's vehicle debuts and have access to an all-new CCE networking destination at the convention center.

Over the next few months, the LA Auto Show and CCE will announce more details about the 2015 show, including session/discussion topics and industry expert participants.

For more information visit www.ConnectedCarExpo.com and www.LAAutoShow.com.

About the Los Angeles Auto Show and Connected Car Expo

Founded in 1907, the Los Angeles Auto Show (LA Auto Show®) is the first major North American auto show of the season each year. The show's 2015 Press & Trade Days begin with the Connected Car Expo (CCE) at the JW Marriott at L.A. Live on Nov. 17, followed by LA Auto Show's vehicle debuts and press and trade events at the Los Angeles Convention Center on Nov. 18 and 19. LA Auto Show will open to the public from Nov. 20-29. The third annual CCE will unite automotive and technology professionals in an effort to increase development and foster relationship-building in the connected car industry, providing attendees with access to the key players and top media constructing the future of the connected car. The CCE conference is where the rules for how vehicles are made, sold, serviced and owned are changing and where the playbook is being written. Named "Best Car Tech/Connected Car Trade Show" by AUTO Connected Car News, CCE is where the new auto industry gets business done, unveils groundbreaking products and makes strategic announcements in front of media from around the globe. LA Auto Show is endorsed by the Greater L.A. New Car Dealer Association and is operated by ANSA Productions. To receive the latest show news and information, follow LA Auto Show on Twitter at twitter.com/LAAutoShow or via Facebook at facebook.com/LosAngelesAutoShow and sign up for alerts at www.LAAutoShow.com. For more information about CCE, please visit <http://connectedcarexpo.com/>.

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